



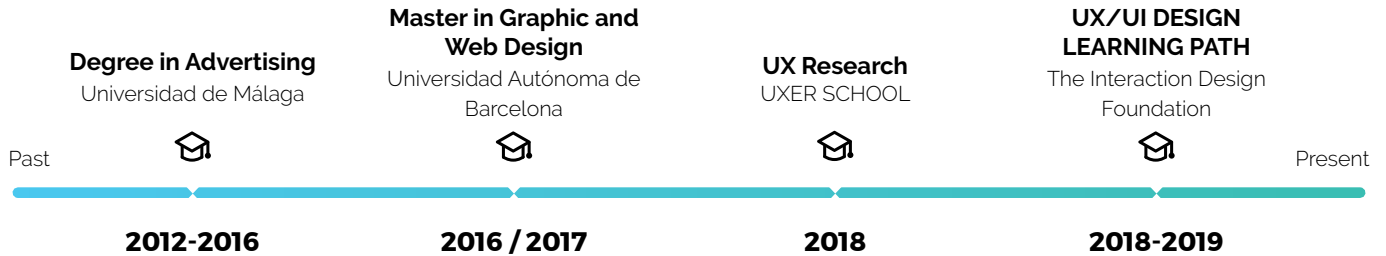
# BEATRIZ GÓMEZ

DIGITAL PRODUCT DESIGNER

www.beatrizgp.com

Zürich, Switzerland

## EDUCATION



## WORK EXPERIENCE

Feb 2020 - Present Zürich, Switzerland

**TestingTime** Digital Product Designer / Testing Time

TestingTime is a start-up that recruits test users and other study participants so companies can improve their products or services.

- Define the user experience for new and existing product capabilities.
- Collaborate with developers, product managers as well as customers across multiple agile teams.
- Develop wireframes and prototypes to communicate interaction and design ideas.
- Spend time meeting customers and users to discover their needs and test both early prototypes and released features.

20% UX research	40% UI Design	40% Prototyping
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Apr 2019 - Jan 2020 Barcelona, Spain

**DDB** UX/UI Designer / DDB (C14torce)

C14torce's digital department team focuses on enhancing the digital experience of SEAT, as part of VW group & mapping out the products & services within the digital strategy.

- Research and design the user experience of multiple features for the upcoming SEAT and CUPRA website.
- Research, prototype & design content audits, user journey, personas, user stories, task analysis, card sorting, tree testing, sitemaps, wireframes, flowcharts, environmental maps, user testing and heuristic evaluation of the experiences of the upcoming CUPRA's website and features.
- Presentations to the stakeholders.
- Work with all functions throughout the process (data analysts, marketing, SEO, content, developers, etc).

40% UI Design	40% UX Research	20% Prototyping
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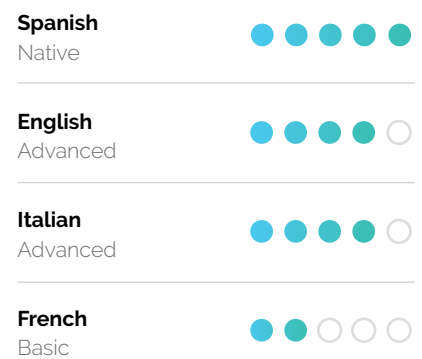
## ABOUT ME

I'm a lover of powerful, elegant, and impactful design. I'm always up for challenging work that provides the opportunity to positively affect people on a broad scale.

I thrive in collaborative environments and enjoy building great relationships across people and teams.

In my spare time I eat lots of good food, dance to good music, and pet every cat I can find.

## LANGUAGES



## EXPERIENCES





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## WORK EXPERIENCE

invisible bits\_

Sep 2017 - April 2019

Barcelona, Spain

### UX/UI Designer Lead / Invisible Bits

Invisible Bits is a cybersecurity company dedicated exclusively to the creation of software for SOCs (Security Operations Center).

- Define and communicate the design methodology of UX and UI of Invisible Bits.
- Define the Invisible Bits brand (purpose, identity, tone of voice) in actionable elements (guidelines, recommendations).
- Ensure that guidelines are followed by teams and other parties (communication teams, customers, markets) or external agencies.
- Ensure that guidelines are regularly updated to incorporate best practices and brand evolution.
- Create digital workflows, designs and prototypes.

50% UI Design	30% UX Research	20% Branding
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QUANTION DIGITAL FACTORY

Oct 2016 - Aug 2017

Barcelona, Spain

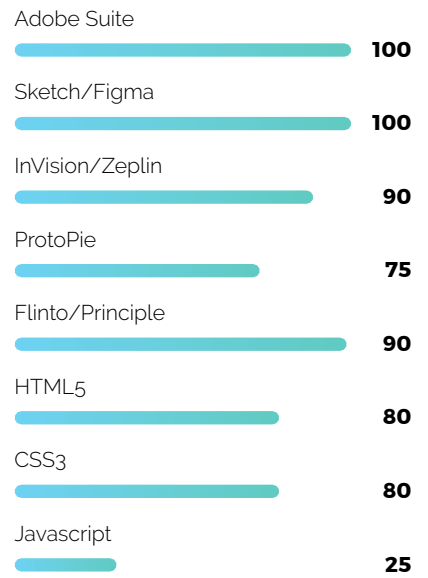
### UI Designer / Quantion

Quantion is an innovation consultancy that helps other companies designing and building solutions with the most innovative technologies to generate a unique user experience.

- Collaborate with product management and engineering to define and implement innovative solutions for the product direction, visuals and experience.
- Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks.
- Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas.
- Present and defend designs and key milestone deliverables to peers and executive level stakeholders
- Conduct user research and evaluate user feedback
- Establish and promote design guidelines, best practices and standards

70% UI Design	30% Branding
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## PROFESSIONAL SKILLS



## ACCOMPLISHMENTS

- Accessibility: How to Design for All**  
The Interaction Design Foundation
- Human-Computer Interaction**  
The Interaction Design Foundation
- Psychology of Interaction Design**  
The Interaction Design Foundation
- The Brain and Technology**  
The Interaction Design Foundation
- UX Management: Strategy and Tactics**  
The Interaction Design Foundation

## HOBBIES AND PASSIONS



Pottery



Cooking



Travelling



Cycling



Video games